

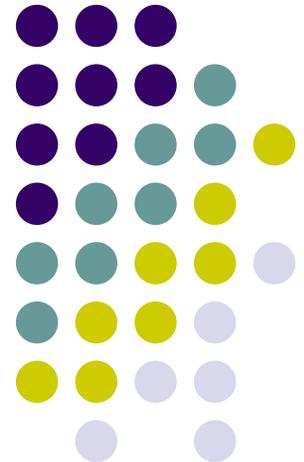
Selected Findings from Greater Louisville e-Health Survey 2007

(including state related questions)

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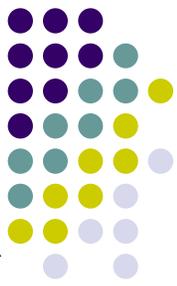




Overview

- Research Objectives
- Research Methods
- Research Summary
- Research Findings
- Conclusion

Research Objectives



- The overall research objective was to gain a level of understanding about consumers' and organizations' wants, needs, interests, perceived benefits and issues, and level of readiness to participate with a community-wide Health Record Bank.
- Selected questions provided by the state were to be explored in the research process.

Community Model

- Four Quadrants – 12 for all

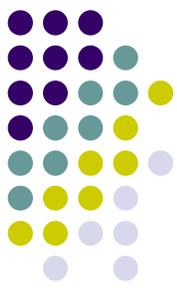


Research Methods



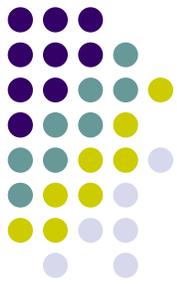
- During August through September 2007, three methods were used to gather responses that included the following:
 - Both web-based and paper-based survey questionnaires were used to reach a broad range of consumers and organizations living in the Greater Louisville Area. The respondents were asked to answer twelve questions including demographics.
 - A telephone research campaign was conducted against 386 randomly selected consumers. The telephone survey lasted twelve minutes and was similar in content to the web-based and paper-based survey.
 - 26 Focus groups were held with consumers, stakeholders and functional workgroups.
- State questions were incorporated into focus group questions and telephone surveys.

Focus Group Recruiting Methods



- The methods used to communicate with the community about the LouHIE research study included press conferences, press releases, community leadership announcements, phone calls from organizational sponsors to their employees, community booths at the State Fair, and web communications.

Presenting the Concept - Website and Video



Intro - Windows Internet Explorer

http://www.louhie.org/research07/Individuals%20Intro%20Page.htm

File Edit View Favorites Tools Help

2.2 hours saved

Google G Go M S I Bookmarks- Popups okay ABC Check AutoLink AutoFill Send to Settings-

Intro

Other Links

[LouHIE Intranet](#)

The following diagram shows how the CHR Bank might work. Please examine the diagram and then continue on to the survey questions. Your input and feedback will be used to build a CHR bank to best serve you and others in the community.

Step 1: Set-up
You set-up an account, authorize deposits and (optionally) get a MyHealth Card to streamline registration.

Step 2: Deposits
With your permission, caregivers deposit copies of your medical information into your electronic lockbox

Step 3: Verify & Update
You verify your information through the internet or with your physician. You can also add updates and comments.

Step 4: Withdrawals
With your permission, doctors withdraw a copy of your information from your lockbox to take better care of you and your family.

Welcome! Let me just set up your account

MyHealth Card
123-456-789-123
John J. Smith VISA

Health Record Bank

Please press continue when you are ready.

Continue

Internet 100%

start RssReader... Microsoft ... EndNote X... Novell Gro... 3 Micros... Intro - Wi... 1:03 PM



Research Limitations

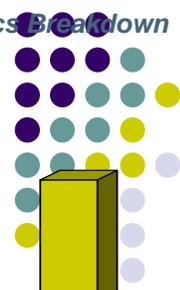
- Web-surveys – self-selection and small selection bias
- Focus groups – self-selection bias.
- Telephone surveys – limitations in explaining the concept prior to getting responses.
- Louisville area respondent bias.
- Health record banking bias
- Louisville bias (regarding state questions)

Selected Results

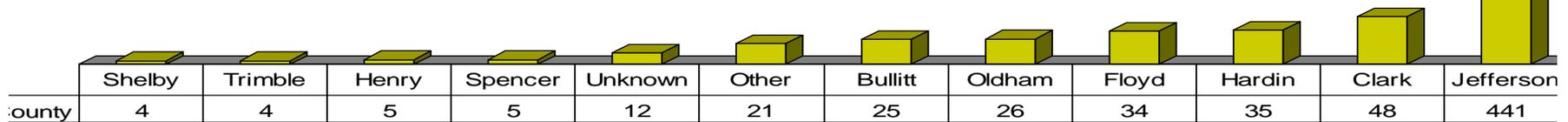


Telephone Responses – By County

Demographics Breakdown



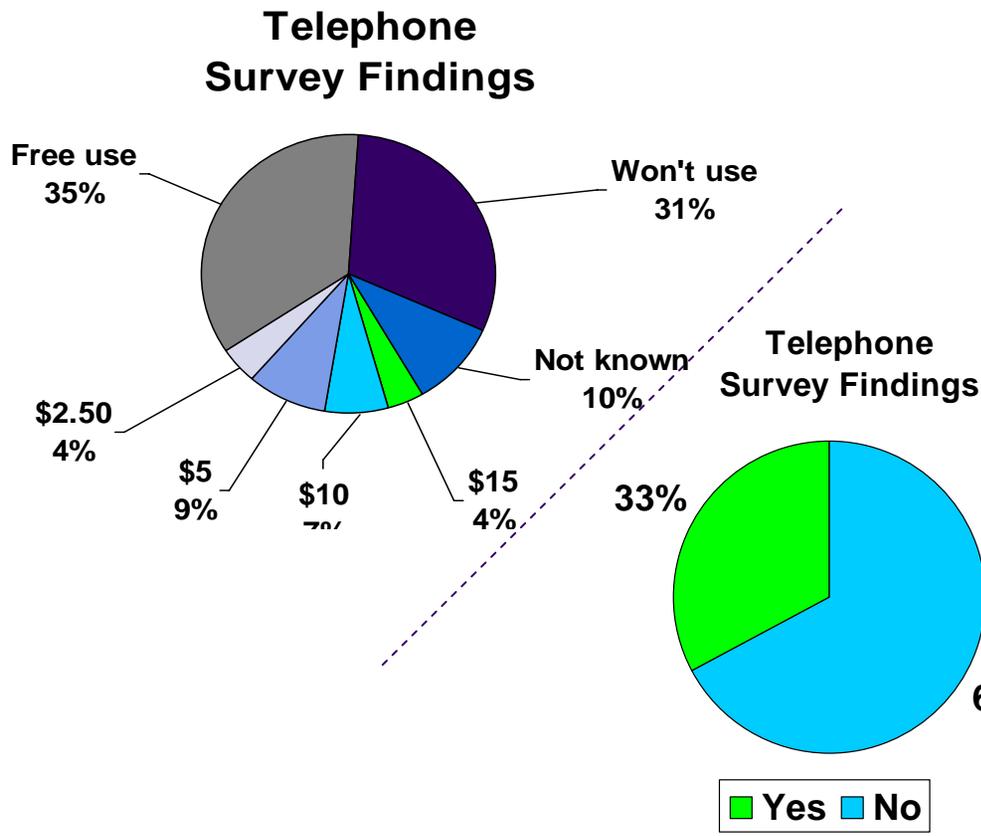
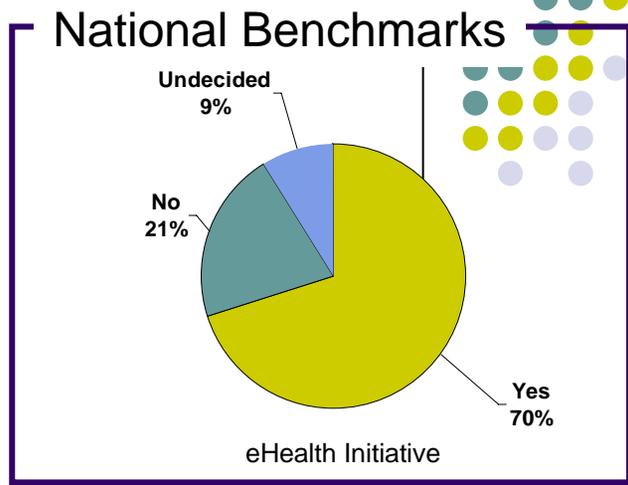
Consolidated Survey Findings



- The random selection process for telephone surveys matches the consolidated findings.
- 660 consolidated survey responses include 21 responses from counties outside of the coverage area and 12 unknown.

* Jefferson county has 61% of the total population and is represented by the larger number of responses.

How much are you willing to pay per month?



Interest in accessing data?

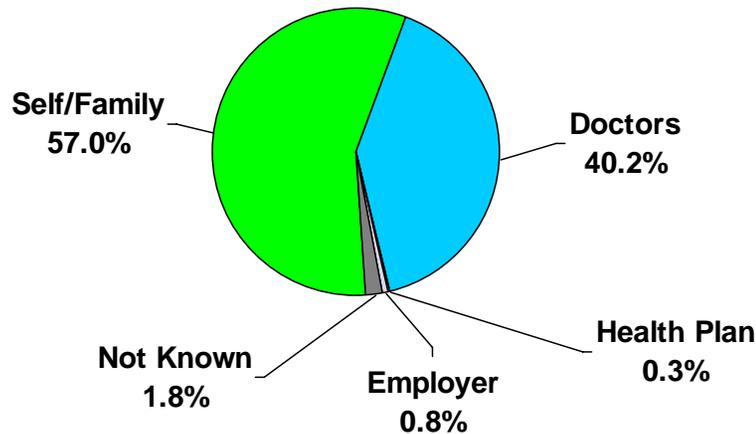
- 59% said they would use the health record bank.
- 24% said they would pay for usage; this trend expected to decrease as free personal health records are available; average price willing to pay per month is \$7.72.

Trust

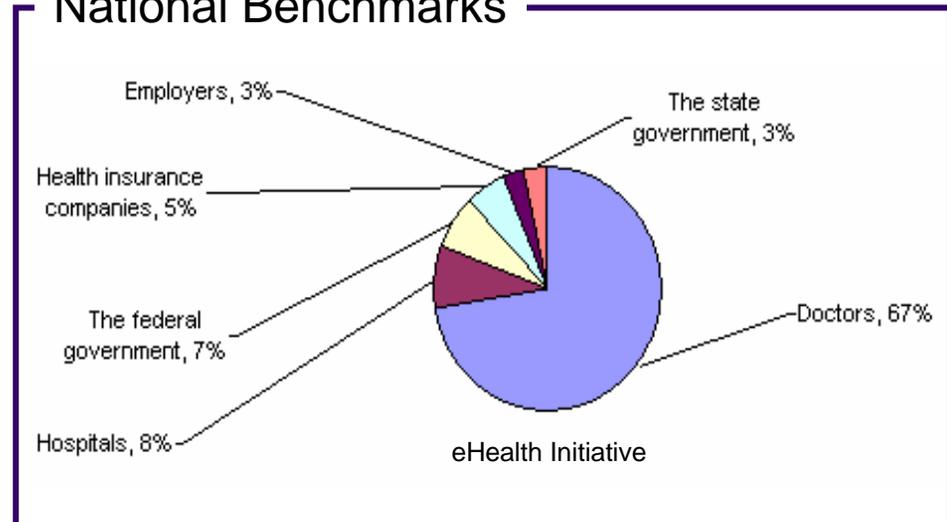


Whom do you trust most for information about your health?

Telephone Survey Findings



National Benchmarks



- 57% trust themselves or family members indicating a possible interest in participating in managing their own health.
- Potentially personal health records will be of interest to this group.

Focus Group Summary: 209 participants, 26 sessions



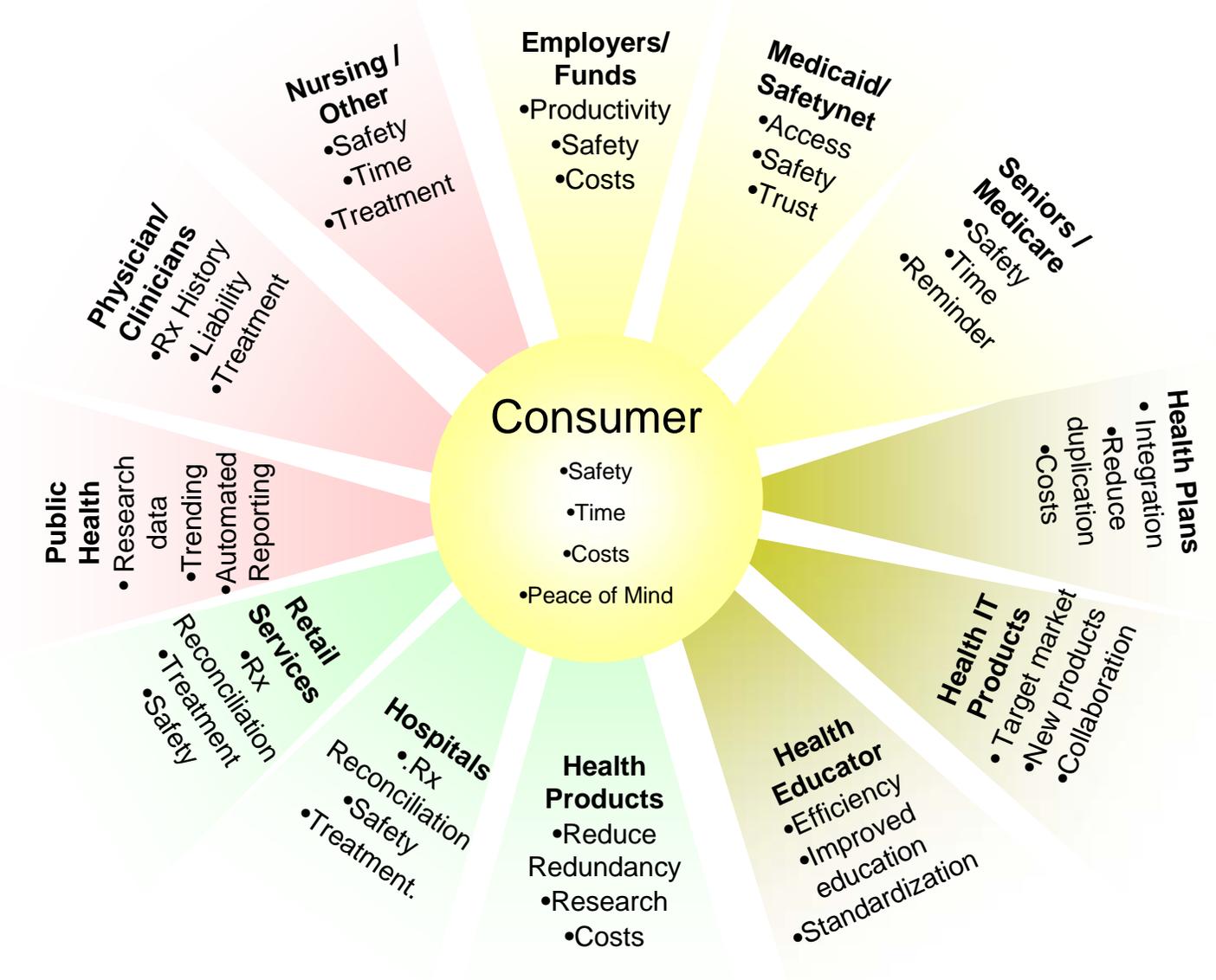
Research Groups	
Quadrant 1: CONSUMER	Quadrant 3: PRODUCER
<ul style="list-style-type: none"> ▪ Consumers (3) ▪ Employers (3) ▪ Medicaid / Safetynet ▪ Seniors Committee 	<ul style="list-style-type: none"> ▪ Hospitals (2) ▪ Retail Services Committee ▪ Health Products Committee
Quadrant 2: RESOURCE	Quadrant 4: CAREGIVER
<ul style="list-style-type: none"> ▪ Payers (2) ▪ Health Educator (Workforce) ▪ Health Info. Tech. Products & Services (2) 	<ul style="list-style-type: none"> ▪ Public Health ▪ Physicians (2) ▪ Nursing & Allied Health
Functional Groups	
<ul style="list-style-type: none"> ▪ Privacy and Security ▪ Technology ▪ Research 	<ul style="list-style-type: none"> ▪ Executive Committee ▪ Kentucky eHealth Network

Common Themes



- Trust . . . Trust . . . Trust
- Privacy, security, confidentiality a critical consumer concern.
- Ubiquity for Providers
- Medications a common concern
- Community not-for-profit more trusted than government or private sector
- Remove barriers for the people who need this service the most
- Agree with mission to improve quality and contain costs
- Start simple, expand

12 for All - Services and Benefits



State Questions/Answers – Patient Perspectives



- 67% of consumers said physicians having electronic access anywhere in the state is very important.
- Which e-health benefits are most important?
 - 1. Improve quality
 - 2. Prevent medical errors/safety
- Which features are most valuable?
 - Electronic medical history so docs can access information

State Questions/Answers – Hospital/Physician Perspectives



- Statewide access to e-health infrastructure viewed as important
- Hospitals like Jewish have statewide footprint

Key Recommendations that Follow from Research



- LouHIE as trusted community health information exchange/health record bank
- State provides infrastructure, plus makes medicaid data available to LouHIE
- Non-profit funding through donations, contributions and sponsorships
- Free services to all – consumers and providers
- Focus on medications and medication summaries

Significance of Research



- **Local**
 - Improves LouHIE's understanding of the Greater Louisville Area's public awareness, understanding, interests, and readiness to use an electronic health record banking system.
- **State**
 - Provides additional information to help guide the development of state sponsored e-health initiatives and desired community services. Provides an understanding of how LouHIE will work with the State to provide greater value to the community.
- **National**
 - Contributes to the national need to have in-depth understanding of the consumer's perceived benefits and issues that may arise due to e-health and the rapidly emerging health record banking business model. Use of established benchmarks will enable use to understand the community better.
- **Organizational**
 - Provides LouHIE with objective insight that is necessary to plan, develop, and implement health record banking services that will have sustainable value for the community.

Questions?

